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**EMBARGOED UNTIL MARCH 17, 9:45 am ET**

## **CooperVision Urges ECPs to “Make Children’s Sight Your Fight” with Major U.S. Myopia Control Advocacy and Education Campaign**

*New Research Amplifies Opportunity with CooperVision® MiSight® 1 day, the First and Only  
U.S. Intervention for Myopia Control in Age-Appropriate Children\**

**SAN RAMON, CALIF., March 17, 2023**—CooperVision has unveiled a multi-faceted consumer and professional marketing campaign to protect children’s vision and advance myopia control education in the United States to kick off Vision Expo East 2023. The “Make Children’s Sight Your Fight” initiative is rooted in new CooperVision-commissioned U.S. parent and eye care professional (ECP) research, which shows progress in strengthening awareness and action, while also spotlighting opportunities to do more.

“Protecting children’s vision from getting worse as they grow is something that takes a community—parents, eye care professionals, publishers, and so many others. We want everyone to join us in this fight for early detection and intervention,” said Alex Wilkes, President, Americas, CooperVision. “MiSight® 1 day launched in the U.S. three years ago and created the fast-growing myopia control category, and CooperVision is once again leading the way to advance children’s eye health across the nation.”

New Coopervision research shows progress in strengthening awareness and action and emphasizes the critical nature of evidence-based early intervention. Industry data shows 65% of children aged 8-12 years who have myopia have a prescription between -0.50D and -2.00D.<sup>1</sup> With this information, CooperVision sees an opportunity to impact the lives of children in that age range with early intervention that can prevent the worsening of the disease.<sup>2†</sup>

MiSight® 1 day prescribing ECPs are committed to take action in response to this stark fact, with 76% seeing the need and treating low myopes between -0.50D to -1.00D.<sup>3</sup> Parent education and easy to access resources remains critical to success, with 72% of parents agreeing that if their child has been diagnosed with myopia, they will conduct online research to learn more.<sup>4</sup>

“Make Children’s Sight Your Fight” comprises several avenues to reach the U.S. parent and eye care communities, including media advertising for widespread consumer outreach. The campaign encourages parents to interact with an expanded MiSight® 1 day digital ecosystem, spanning [YouTube](#), [Facebook](#), [Instagram](#), and [MiSight.com](#). ECPs can support the campaign by sharing a “Make Children’s Sight Your Fight” social frame with peers and patients on their channels.

Thousands of ECPs in the U.S., D.C, and Puerto Rico are prescribing MiSight® 1 day, the first and only† soft contact lens designed to both correct vision and approved by the FDA\*, to slow the progression of myopia in children aged 8-12 at the initiation of treatment.<sup>2†</sup> It is the only myopia control intervention on the U.S. market—a critical distinction from other myopia management options.

Select doctor and staff-oriented calls to action are appearing throughout Vision Expo East halls and hallways, with encouragement to visit <https://coopervision.com/practitioner/ecp-viewpoints/myopia-management> for a rich collection of training and parent communication resources. In addition, CooperVision is partnering with ECPs to raise visibility of the campaign across office settings nationwide.

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\*U.S. Indications for Use: MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to -4.00 diopters (spherical equivalent) with  $\leq 0.75$  diopters of astigmatism. The lens is to be discarded after each removal.

‡ Only FDA approved soft contact lens designed for myopia control in the U.S.

† Compared to a single vision 1-day lens over a 3-year period.

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<sup>1</sup> CVI data on file, 2021. Third party provider data breakdown report with 894 patients between the ages of 8-12 with spectacle Rx visits and a minimum sphere from both eyes used to define myopia in US.

<sup>2</sup> Chamberlain P, et al. A 3-year Randomized Clinical Trial of MiSight® Lenses for Myopia Control. Optom Vis Sci. 2019; 96(8):556-567.

<sup>3</sup> CVI data on file, 2022, U.S. online research survey with 119 MiSight® 1 day certified optometrists treating patients aged 5-15 years.

<sup>4</sup> CVI data on file 2022. U.S. online research survey with 1,093 parents of children aged 5-15 years.

### **About CooperVision**

CooperVision, a division of CooperCompanies (NYSE:COO), is one of the world's leading manufacturers of contact lenses. The company produces a full array of daily disposable, two-week and monthly soft contact lenses that feature advanced materials and optics, and premium rigid gas permeable lenses for orthokeratology and scleral designs. CooperVision has a strong heritage of addressing the toughest vision challenges such as astigmatism, presbyopia, childhood myopia and highly irregular corneas, and offers the most complete portfolio of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers. For more information, visit [coopervision.com](https://coopervision.com).

### **About CooperCompanies**

CooperCompanies ("Cooper") is a global medical device company publicly traded on the NYSE (NYSE:COO). Cooper operates through two business units: CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to developing a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical is committed to advancing the health of women, babies and families with its diversified portfolio of products and services focusing on medical devices and fertility & genomics. Headquartered in San Ramon, Calif., Cooper has a workforce of more than 14,000 with products sold in over 100 countries. For more information, please visit [coopercos.com](https://coopercos.com)

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